



SEO report

www.sunsetmarineshellharbour.com.au

JUN-01 2026 - JUN-30 2026



Table of Contents

| | |
|--|----|
| Key Ranking Metrics | 4 |
| Keywords Ranking | 4 |
| Distribution of Keywords | 7 |
| Average Position Trend | 7 |
| Traffic Overview | 9 |
| Pages | 10 |
| Conversions | 12 |
| Traffic Source | 14 |
| Competitors Average Position Trend | 16 |
| Audit overview | 17 |
| Backlinks | 18 |

KEYRANKING METRICS



SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of a website.

KEYWORD IN SERP

The number of keywords for which a website is ranking at the top (100 or 200) of the search results.

Key Ranking Metrics

 www.sunsetmarineshellharbour.com.au

| | | | |
|-----------------------------------|--|--------------------------------------|-------------------------------|
| Average position 41 ▲ 3 | Search visibility 14.2% ▼ -22% | Traffic forecast 165 ▼ 163 | Keywords in SERP 39 |
|-----------------------------------|--|--------------------------------------|-------------------------------|

Keywords Ranking

 www.sunsetmarineshellharbour.com.au

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100



 Google Australia New South Wales, Australia

| Keyword | Results | Month ago ▲ | Current rankings |
|----------------------------|---------|-------------|------------------|
| ■ General | | | |
| stacer dealers nsw | 108 | 2 | 1 ▲ 1 |
| stacer boat dealers nsw | 105 | 3 | 2 ▲ 1 |
| stacer trailers | 162 | 5 | 3 ▲ 2 |
| stacer trailer | 106 | 4 | 3 ▲ 1 |
| stacer boat trailers | 154 | 2 | 3 ▼ 1 |
| stacer boat trailer prices | 10 | 4 | 3 ▲ 1 |
| stacer dealers near me | 139 | 3 | 4 ▼ 1 |
| stacer dealer | 128 | 5 | 4 ▲ 1 |
| stacer trailer parts | 164 | 4 | 4 |
| stacer dealer near me | 138 | 3 | 4 ▼ 1 |
| stacer marine | 106 | 5 | 4 ▲ 1 |
| stacer boat dealer | 127 | 3 | 4 ▼ 1 |
| stacer dealers | 127 | 4 | 5 ▼ 1 |
| stacer boat dealers | 122 | 4 | 5 ▼ 1 |

| Keyword | Results | Month ago ▲ | Current rankings |
|-------------------------------|---------|-------------|------------------|
| boating supplies | 218 | - | 6 ▲ 94 |
| boat dealers nsw | 115 | 5 | 8 ▼ 3 |
| stacer boats | 170 | 3 | 8 ▼ 5 |
| stacer boats for sale nsw | 109 | 10 | 9 ▲ 1 |
| stacer crossfire 449 price | 171 | 9 | 10 ▼ 1 |
| stacer crossfire | 161 | 19 | 12 ▲ 7 |
| stacer 499 wild rider | 162 | - | 12 ▲ 88 |
| yamaha marine dealers near me | 151 | - | 13 ▲ 87 |
| stacer dealers victoria | 108 | - | 14 ▲ 86 |
| stacer proline | 164 | 9 | 16 ▼ 7 |
| stacer proline angler | 160 | 31 | 16 ▲ 15 |
| stacer 609 ocean ranger | 167 | - | 22 ▲ 78 |
| stacer | 147 | 7 | 23 ▼ 16 |
| stacer 499 wildrider | 105 | - | 26 ▲ 74 |
| new stacer boats | 164 | 7 | 27 ▼ 20 |
| stacer wildrider 499 | 105 | - | 32 ▲ 68 |
| stacer boat | 175 | 5 | 33 ▼ 28 |
| stacer boat packages prices | 167 | 22 | 35 ▼ 13 |
| stacer proline 429 | 163 | 32 | 35 ▼ 3 |
| stacer bowrider | 167 | 6 | 41 ▼ 35 |
| stacer assault pro 429 | 162 | - | 51 ▲ 49 |
| new boats for sale | 226 | 2 | - |
| used boats for sale | 198 | - | - |
| fishing boat for sale | 212 | - | - |
| buy fishing boat | 200 | - | - |
| marine shop | 215 | - | - |
| marine supplies | 194 | - | - |

| Keyword | Results | Month ago ▲ | Current rankings |
|----------------------------|---------|-------------|------------------|
| marine equipment | 181 | 27 | - |
| boat accessories | 196 | - | - |
| boating equipment | 188 | - | - |
| boating equipment for sale | 211 | 7 | - |
| stacer renegade | 169 | - | - |
| stacer 489 | 105 | - | - |
| stacer ocean ranger 659 | 105 | - | - |
| stacer 429 proline angler | 163 | 32 | - |
| stacer tinnie | 164 | 8 | - |
| stacer boat parts | 162 | 22 | - |
| stacer boat sales | 112 | - | - |
| stacer boat packages | 168 | 7 | - |
| yamaha marine shop | 118 | - | - |
| yamaha boat dealer | 200 | - | - |

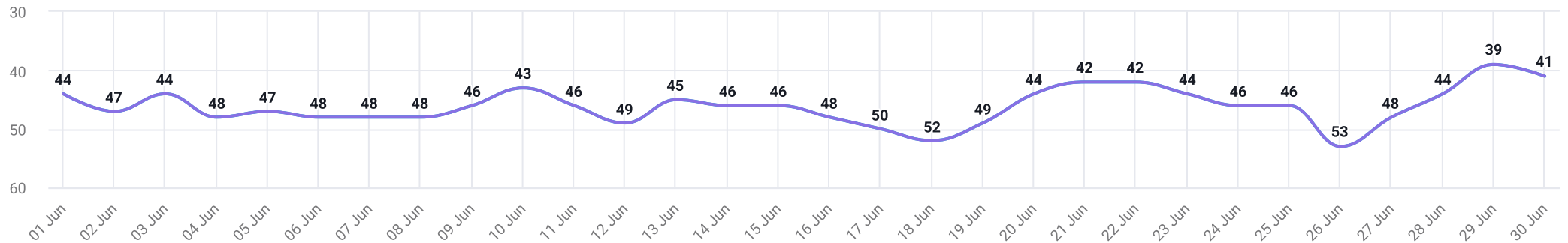
Distribution of Keywords

| Search Engines | Total Keywords | Top 1 | Top 3 | Top 4..10 | Top 11..30 | Top 100 | Out of SERP | Avg. Position |
|--|----------------|-------|-------|-----------|------------|---------|-------------|---------------|
|  Google Australia New South Wales, Australia | 55 | 1 | 6 | 11 | 15 | 7 | 16 | 41 |
|  General | 55 | 1 | 6 | 11 | 15 | 7 | 16 | 41 |

Average Position Trend

Average position

Jun-01 2026 - Jun-30 2026



 Google Australia New South Wales, Australia  Average for all

TRAFFIC METRICS

SESSIONS

Total number of sessions in the selected period

USERS

Total number of users who initiated at least one session in the selected period

NEW USERS

New unique users that logged in for the first time

PAGEVIEWS

Total number of web pages users visited during the selected period

GOALS

Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

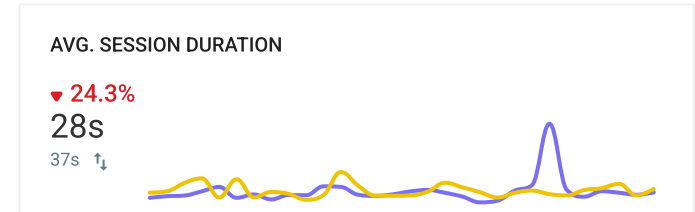
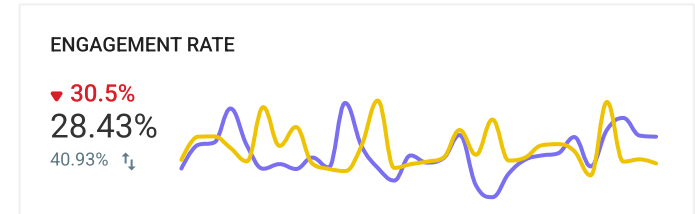
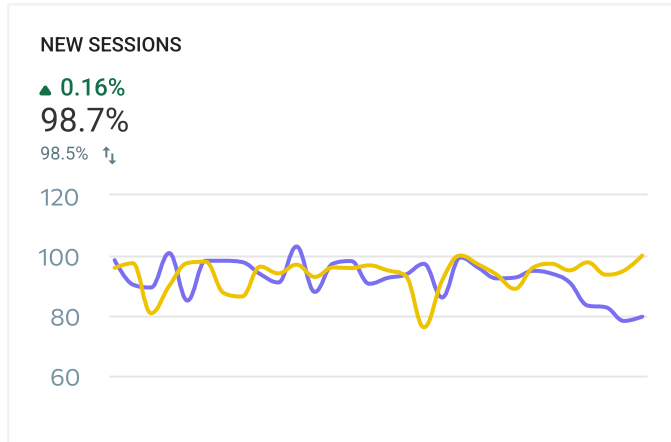
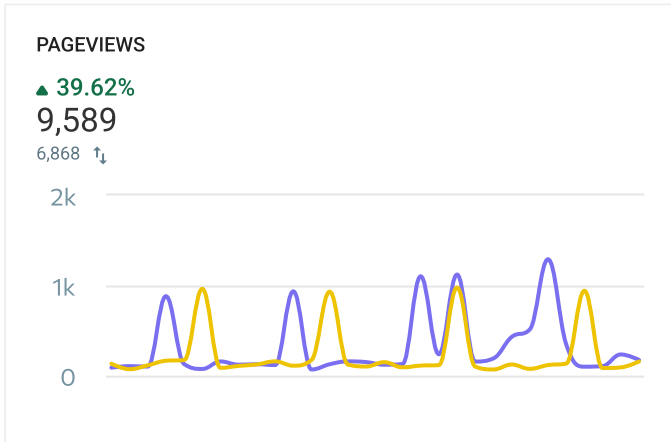
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

| No. | Page | Sessions | Percent of new sessions | Users | Pageviews | Average session | Engagement rate | Goals |
|-----|----------------------------------|----------|-------------------------|-------|-----------|-----------------|-----------------|-------|
| 1 | / | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 836 | 90.67% | 600 | 1.1K | 17s | 65.43% | 11 |
| 2 | /boatranges/stacer/downloadspecs | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 156 | 82.69% | 156 | 862 | 05s | 85.9% | 0 |
| 3 | /BoatRanges/UsedBoats | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 110 | 3.06% | 98 | 134 | 43s | 92.73% | 0 |
| 4 | /BoatRanges/NewBoats | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 101 | 2.56% | 78 | 130 | 49s | 90.1% | 0 |
| 5 | /error404.aspx | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 57 | 98.21% | 56 | 58 | 00s | 8.77% | 0 |
| 6 | /boatranges/newboats/stacer | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 49 | 0% | 43 | 58 | 51s | 95.92% | 0 |
| 7 | /products | | | | | | | |

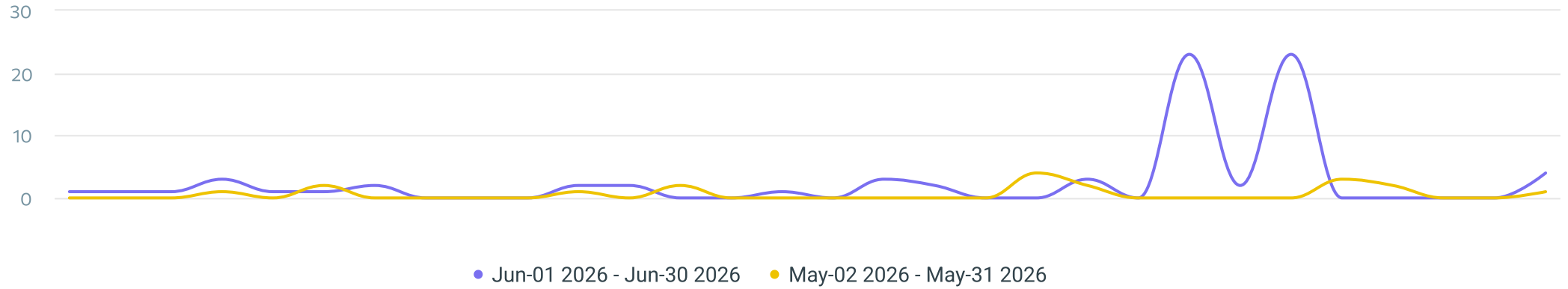
| No. | Page | Sessions | Percent of new sessions | Users | Pageviews | Average session | Engagement rate | Goals |
|-----|---|----------|-------------------------|-------|-----------|-----------------|-----------------|-------|
| | Jun-01 2026 - Jun-30 2026 | 47 | 19.35% | 31 | 70 | 23s | 87.23% | 0 |
| 8 | /general/contact | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 40 | 18.75% | 32 | 56 | 24s | 90% | 1 |
| 9 | /BoatRanges/UsedBoats/bayliner-175-2006-10142 | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 40 | 16.67% | 36 | 43 | 32s | 82.5% | 0 |
| 10 | /boats-in-stock/UsedBoats | | | | | | | |
| | Jun-01 2026 - Jun-30 2026 | 37 | 3.23% | 31 | 50 | 07s | 97.3% | 0 |

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



| No. | Goal | Goals | Goal value |
|-----|---------------------------|--------|------------|
| 1 | all_sucess_inquiries | | |
| | Jun-01 2026 - Jun-30 2026 | 30 | 0 |
| | May-02 2026 - May-31 2026 | 4 | 0 |
| | % Change | ▲ 650% | |
| 2 | book_a_service | | |
| | Jun-01 2026 - Jun-30 2026 | 22 | 0 |
| | May-02 2026 - May-31 2026 | 13 | 0 |

| No. | Goal | Goals | Goal value |
|-----|---------------------------|---------|------------|
| | % Change | ▲ 69.2% | |
| 3 | click_telephone | | |
| | Jun-01 2026 - Jun-30 2026 | 10 | 0 |
| | May-02 2026 - May-31 2026 | 0 | 0 |
| | % Change | | |
| 4 | file_download | | |
| | Jun-01 2026 - Jun-30 2026 | 9 | 0 |
| | May-02 2026 - May-31 2026 | 1 | 0 |
| | % Change | ▲ 800% | |
| 5 | click_location_button | | |
| | Jun-01 2026 - Jun-30 2026 | 4 | 0 |
| | May-02 2026 - May-31 2026 | 0 | 0 |
| | % Change | | |

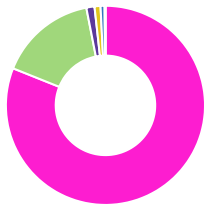
Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026) ↑ Previous period (May-02 - May-31 2026)

Last month (Jun-01 - Jun-30 2026)

3897 ▲ 61.1%

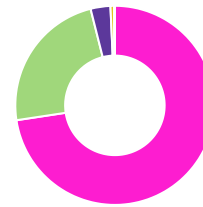


- Direct
- Organic Search
- Organic Social
- Referral
- Unassigned
- AI Assistant
- Paid Social

- 3186 81.8%
- 623 16.0%
- 52 1.3%
- 38 1.0%
- 26 0.7%
- 5 0.1%
- 0 0.0%

Previous period (May-02 - May-31 2026)

2419



- Direct
- Organic Search
- Organic Social
- Referral
- Unassigned
- Paid Social
- AI Assistant

- 1756 72.6%
- 567 23.4%
- 78 3.2%
- 15 0.6%
- 1 0.0%
- 1 0.0%
- 0 0.0%

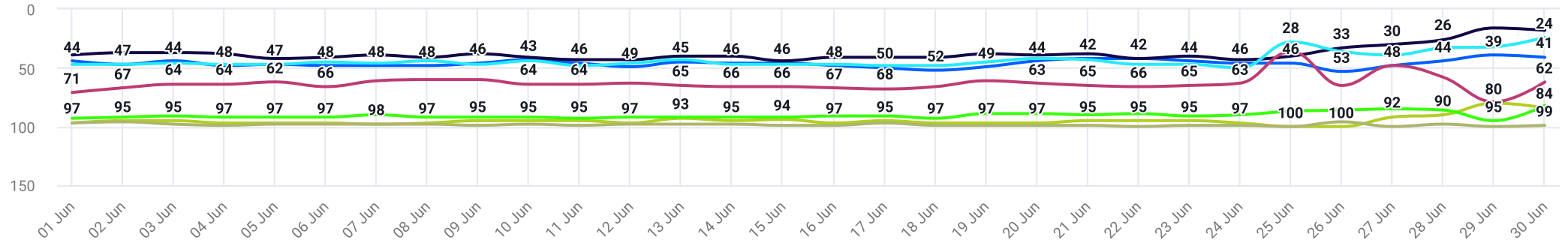
| Channel | Sessions | Engaged sessions | Users | Engagement Rate | New users | Conversions | Avg. Engagement Time | Views |
|---------------------------|----------|------------------|---------|-----------------|-----------|-------------|----------------------|---------|
| 1 Direct | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | 3.2K | 607 | 3.1K | 19.05% | 100.06% | 43 | 17.73 sec | 7.2K |
| May-02 2026 - May-31 2026 | 1.8K | 510 | 1.7K | 29.04% | 100.18% | 13 | 17.81 sec | 5K |
| % Change | ▲ 81.4% | ▲ 19.0% | ▲ 83.0% | ▼ -34.4% | ▼ -0.1% | ▲ 230.8% | ▼ -0.4% | ▲ 43.6% |
| 2 Organic Search | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | 623 | 437 | 413 | 70.14% | 92.01% | 16 | 76.35 sec | 2.1K |
| May-02 2026 - May-31 2026 | 567 | 426 | 406 | 75.13% | 91.13% | 5 | 96.45 sec | 1.6K |
| % Change | ▲ 9.9% | ▲ 2.6% | ▲ 1.7% | ▼ -6.6% | ▲ 1.0% | ▲ 220.0% | ▼ -20.8% | ▲ 29.5% |
| 3 Organic Social | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | 52 | 32 | 49 | 61.54% | 97.96% | 0 | 35.21 sec | 122 |
| May-02 2026 - May-31 2026 | 78 | 44 | 75 | 56.41% | 98.67% | 0 | 43.6 sec | 152 |

| Channel | Sessions | Engaged sessions | Users | Engagement Rate | New users | Conversions | Avg. Engagement Time | Views |
|---------------------------|----------|------------------|----------|-----------------|-----------|-------------|----------------------|----------|
| % Change | ▼ -33.3% | ▼ -27.3% | ▼ -34.7% | ▲ 9.1% | ▼ -0.7% | ▼ 0% | ▼ -19.2% | ▼ -19.7% |
| 4 Referral | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | 38 | 27 | 17 | 71.05% | 70.59% | 16 | 85.05 sec | 142 |
| May-02 2026 - May-31 2026 | 15 | 11 | 7 | 73.33% | 71.43% | 0 | 45.6 sec | 54 |
| % Change | ▲ 153.3% | ▲ 145.5% | ▲ 142.9% | ▼ -3.1% | ▼ -1.2% | ▼ 0% | ▲ 86.5% | ▲ 163.0% |
| 5 Unassigned | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | 26 | 1 | 25 | 3.85% | 4% | 0 | 31.31 sec | 19 |
| May-02 2026 - May-31 2026 | 1 | 0 | 1 | 0% | 0% | 0 | 227 sec | 24 |
| % Change | ▲ 2.5K% | ▼ 0% | ▲ 2.4K% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ -86.2% | ▼ -20.8% |
| 6 AI Assistant | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | 5 | 2 | 4 | 40% | 100% | 0 | 15 sec | 5 |
| May-02 2026 - May-31 2026 | - | - | - | - | - | - | - | - |
| % Change | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% |
| 7 Paid Social | | | | | | | | |
| Jun-01 2026 - Jun-30 2026 | - | - | - | - | - | - | - | - |
| May-02 2026 - May-31 2026 | 1 | 0 | 1 | 0% | 100% | 0 | 0 sec | 1 |
| % Change | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% | ▼ 0% |

Competitors Average Position Trend

Average position

Jun-01 2026 - Jun-30 2026



-  <https://www.sunsetmarineshellharbour.com.au>
-  <https://www.blakesmarine.com.au/>
-  <https://www.intunemarine.com.au/>
-  <https://www.bordermarinecentre.com.au/>
-  <https://www.newcastleyamaha.com.au/>
-  <https://www.ballinamarineland.com.au/>
-  <https://www.hastingsmarine.com.au/>

HEALTH SCORE



Backlinks

